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**EL POLLO LOCO NAMES
ZENO GROUP AGENCY OF RECORD**

Costa Mesa, Calif. (April 9, 2013) -- El Pollo Loco, Inc. has selected Zeno Group as its new public relations agency of record following a competitive review. The agency's Santa Monica-based office will oversee media relations, social media strategy, corporate social responsibility initiatives and grand openings for the nation's leading fire-grilled chicken restaurant chain.

"Zeno's proven record of fresh thinking, strategic counsel and flawless execution across a variety of consumer brands presents a compelling opportunity to take El Pollo Loco to exciting new places," said Ed Valle, chief marketing officer, El Pollo Loco. "We are thrilled to partner with Zeno to build on the continued success of our QSR plus strategy."

Zeno will work with El Pollo Loco's marketing team on a strategic and creative program to promote the brands signature citrus-marinated fire-grilled chicken and new menu offerings across English and Spanish-language media platforms and among trade press. Key to all programs is reinforcing the craveable and delicious products from one of the most iconic companies in Southern California and sharing the "crazy you can taste" menu with consumers of all ages.

"We are honored to work alongside El Pollo Loco to continue building upon the tremendous reputation this brand has built over the past 30 years," said Lisa Robinson, chief creative officer and managing director, Zeno Group. "We are truly passionate about sharing the restaurants' high-quality, delicious, authentic food story and look forward to bringing our fearless approach to this leading restaurant brand with a singular focus on helping to grow their business."

El Pollo Loco continues its relationship with its advertising agency of record and buying partner for general market and Hispanic media. This business was not included in the review.

About El Pollo Loco

[El Pollo Loco](#) is the nation's leading fire-grilled chicken restaurant chain which operates nearly 400 company-owned and franchised restaurants in Arizona, California, Nevada, Texas and Utah. Headquartered in Costa Mesa, Calif., El Pollo Loco masterfully citrus-marinates and fire-grills chicken and handcrafts entrees using fresh ingredients inspired by authentic Mexican recipes. Entrees are available in individual, family and catering-sized portions. Some say the lengths we go to create fresh, delicious food are crazy. We say it's Crazy You Can Taste.

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About Zeno Group

Believers in the fearless pursuit of the unexpected, the award-winning Zeno Group operates as one firm across eleven full-service offices in New York, Chicago, Santa Monica, Dallas, Silicon Valley, Toronto, London, Beijing, Delhi, Jakarta, Singapore, and three satellite offices in Amsterdam, Sao Paolo and Tokyo. Zeno is the 2011 and 2012 winner of the *PR Week* US Mid-Size Agency of the Year and 2011 *Holmes Report* US Creative Agency of the Year. The firm's practice areas include consumer, health, technology and corporate, all supported by planning, digital engagement and media. Clients include: AstraZeneca, Bacardi, Bausch & Lomb, Brocade, Dreamworks Animation, Emirates, Facebook, Four Seasons Hotels & Resorts, Kia Motors America, Life Technologies, Lipton, Micron Technology, Inc., Office Depot, Nature's Path, Oak Investment Partners, Q-Cells, Pizza Hut, RIM, Sears, Seattle's Best Coffee and VeriFone. Zeno Group is a member of the Daniel J Edelman Company. Please visit us at zenogroup.com<<http://zenogroup.com>>, like us on Facebook or follow us @zenogroup.

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